



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES

October 7, 2013

The Board of Library Trustees met in regular session in the Library Program Room , 665 W. Olive Avenue at 7:00 p.m. with Jill Shanmugasundaram presiding.

The meeting was called to order at 7:00 p.m.

ROLL CALL

Boardmembers Present: Chair Jill Shanmugasundaram
Boardmember Daniel Bremond
Boardmember Ray Su
Boardmember Narendra Pathak

Boardmembers Absent: Vice Chair Anne Davis-East

Council Liaison: Tara Martin-Milius

Staff Present: Lisa G. Rosenblum, Director of Library and Community Services
Nancy Andrus, Librarian

Boardmember Bremond moved, and Boardmember Pathak seconded, to excuse Vice Chair Davis-East's absence from the October meeting. Motion carried unanimously.

PUBLIC ANNOUNCEMENTS: None.

CONSENT CALENDAR

1. Approval of Draft Minutes of 09/09/13

Boardmember Pathak moved, and Boardmember Bremond seconded, approval of the consent calendar as presented.

PUBLIC COMMENTS: None.

PUBLIC HEARINGS/GENERAL BUSINESS

2. Eureka! Grant Presentation:

Director Rosenblum introduced Children's Librarian Nancy Andrus. Director Rosenblum mentioned that Librarian Andrus was selected to participate in the Statewide Eureka! Leadership Program. Librarian Andrus mentioned that the program provided the library with a \$5k Library Services and Technology Act (LSTA) grant. The Sunnyvale Public Library grant project, Learning Together Program, allowed the Library to offer six interactive parent-child

workshops and an expanded parenting collection. Library staff also worked with Columbia Neighborhood Center and Parents Place on the Peninsula to assist with acquiring facilitators for the workshops. Workshop topics consisted of discipline, bullying, healthy eating and nutrition, learning styles and homework. A total of 366 individuals attended the various workshops.

Chair Shanmugasundaram opened the public hearing, and there being no public testimonies, closed the public hearing.

3. Annual Review of Code of Ethics and Conduct for Elected and Appointed Officials:
Director Rosenblum provided the Board with an overview of the 2013 Code of Ethics and Conduct for Elected and Appointed Officials. Staff answered Boardmembers questions regarding supporting candidates during election period.

Chair Shanmugasundaram opened the public hearing, and there being no public testimonies, closed the public hearing.

Boardmember Pathak moved, and Boardmember Bremond seconded, to approve the Code of Ethics and Conduct for Elected and Appointed Officials. Motion carried unanimously.

4. Library Trends:

Director Rosenblum provided the Board with a presentation regarding Sunnyvale Public Library trends from FY 04/05 through FY 12/13. Noteworthy trends in the last eight years include: 45% increase in Circulation, 270% increase in ebook circulation (172% in the last two years) and 73% increase in children's circulation (45% of circulation in FY 12/13).

Chair Shanmugasundaram opened the public hearing.

Kathy Broquard mentioned that the Friends of the Sunnyvale Public Library group has seen an increase in sales of media materials (cds, dvds, etc.).

There being no additional public testimonies, Chair Shanmugasundaram closed the public hearing.

5. Branch Library Update

Director Rosenblum mentioned that negotiations regarding the sale of the Raynor property are ongoing.

Chair Shanmugasundaram opened the public hearing, and there being no public testimonies, closed the public hearing.

NON-AGENDA ITEMS AND COMMENTS

- BOARDMEMBERS ORAL COMMENTS

Boardmember Pathak mentioned that Dr. M.K. Patel visited with members of the Sunnyvale City Council and the Sunnyvale Public Library during September. He also announced that October is Hindu American Awareness and Appreciation Month and provided an overview of a celebration he attended.

On behalf of Vice Chair Davis-East, Chair Shanmugasundaram provided the Board with an overview of the Pacific Library Partnership (PLP) Library Legislative Breakfast event that

Vice Chair Davis-East attended. Boardmember Bremond also provided an overview of the PLP event.

STAFF ORAL COMMENTS

Director Rosenblum noted the following:

- In mid-August through mid-September 2013, 97% of all Circulation transactions were completed via patron self-service, an increase of 4% over the previous one month period.
- The enrollment period for the Affordable Care Act began on October 1, 2013. California residents can apply at the Covered California website www.coveredca.com. Librarians at Sunnyvale Library are helping the public to locate information about the many different Covered California insurance options. The Covered California information is available in several languages. On Monday, October 21, a speaker from H & R Block will be talking about the Affordable Care Act and tax consequences. In December, the same talk will be given in Mandarin. In addition, Columbia Neighborhood Center will be offering a series of informational sessions for the next several months.
- The Cupertino-Sunnyvale Chapter of the League of Women Voters will give objective, non-partisan explanations of the local ballot measures at a free program at the Library on Tuesday, October 8 at 7 p.m.
- The number of homebound Sunnyvale residents and facilities that benefit from deliveries of Library materials is at an all-time high of 70. Sunnyvale residents who are unable to travel to the Library because of age or physical disability are eligible to participate in this service. A team of 14 volunteers select library materials for homebound participants each month, based on each person's reading preferences. Volunteer selectors currently choose library materials in English, Chinese, Spanish, Farsi and Vietnamese for residents. There are two ambulatory customers who are over 100 years old and still reading. For many homebound residents, the Library selections and deliveries are an extension of a lifelong love of reading and books, and a lifeline to friendly, helpful people.
- The After School Center resumed after the summer during the week of September 9th. High school volunteers are available to read with a younger student or to help with homework on Mondays and Wednesdays, from 4-6 p.m. in the Children's Room. This program has been designed to give children age six through eighth grade an extra chance to improve reading and develop other skills with the help of knowledgeable and dedicated teens.
- The California Library Association (CLA) selected the Library and Community Services' (LCS) video "If You Bring Your Child to the Community Center" as the 2013 recipient of the CLA PRExcellence Award for Video or Social Media. The award will be presented to Director Rosenblum at the CLA Awards Gala on November 3 at the annual CLA Conference in Long Beach, CA.
- News articles were distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT

The meeting adjourned at 7:56 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Library and Community Services